

Successful National Poison Prevention Week Events

For almost 50 years, *National Poison Prevention Week* has helped to teach people about poisons, poison safety and poison prevention. Through partnerships with public and private organizations, Poison Centers help communities understand why poisoning is a public health problem and that it can happen to anyone, at any time, and in any place.

Some examples of successful events include those profiled below.



The West Texas Regional Poison Center Annual Poison Jungle Safari

Summary of Activities: In honor of *National Poison Prevention Week*, the West Texas Regional Poison Center hosts a family-friendly bilingual event at the El Paso Zoo. Poison prevention stations are set up throughout the zoo. Each station focuses on a specific category of poisons, such as medications, plants, bites and stings, illegal drugs, household products, environmental hazards and lead.

Target Audience: Located directly on the U.S.-Mexico border, the West Texas Regional Poison Center focuses on the English- and Spanish-speaking families that reside in El Paso, TX.

Partners: El Paso Zoo.

Outcomes: The Poison Jungle Safari has been held for 14 years. The 2008 event attracted almost 4,000 participants.



Illinois Poison Center's Chicago Metra National Poison Prevention Week Distribution Event (2007)

Summary of Activities: The Illinois Poison Center (IPC) partnered with Metra, the area transit agency, to reach Metra commuters during *National Poison Prevention Week*. Poison center staff, satellite educators and coordinators, and pharmacy students from two area Schools of Pharmacy distributed promotional items to more than 20,000 Metra commuters at four downtown Metra stations during evening commute hours. Promotional items included a promotional magnetic message clip stenciled with "Illinois Poison Center 1.800.222.1222."

Target Audience: Suburban Chicago Metra Commuters, mostly parents and caregivers.

Partners: Chicago Metra, IPC Satellite coordinators and educators, University of Illinois and Northwestern University Schools of Pharmacy.

Outcomes: This program reached more than 20,000 commuters and received local radio station coverage.



Banner Poison Control Center National Poison Prevention Week Critter Conference



Summary of Activities: During National Poison Prevention Week, the Poison Center collaborates with the Arizona Department of Game and Fish. Together, they conduct a workshop on the habitats and behaviors of the Sonoran Desert's poisonous critters. The workshop

highlights poison prevention and emergency instructions, and offers information on the Banner Poison Control Center.

Target Audience: The workshop targets those who teach others about the Sonoran Desert's critters. This target audience includes county park rangers, docents from major hospitals, master gardeners, firemen, police officers, university and community college professors, community groups conducting educational programs for children, search and rescue personnel, U.S. training personnel from local air base including German pilot training program, hospital emergency department doctors and nurses, Red Cross instructors, zoo keepers and educators, children's museum staff and other interested individuals.

Partners: Arizona Game and Fish Department.

Outcomes: The Critter Conference has been held for 8 years with an attendance of about 100 people each year. Each attendee completes an evaluation form that informs the focus and content of the program for the following year. One exciting outcome is the networking that occurs among the attendees and the meshing of email mailing lists from various organizations.



Hennepin Regional Poison Center National Poison Prevention Week 2008

Summary of Activities: The Hennepin Regional Poison Center partnered with various local and State organizations to teach Minnesota residents about poison prevention. Through these partnerships, the Poison Center organized poster displays with Poison Help magnets, stickers and brochures; distributed information to hospital employees, and ran stories on poison prevention in Minnesota health publications. In addition, six public events were conducted by outside agencies. These agencies included the Minnesota Department of Health, the Minnesota Safety Council, and Minnesota Safe Kids.

Target Audience: The Hennepin Regional Poison Center targeted all Minnesota residents and organized outreach to the Hennepin County Medical Center.

Partners: Hennepin County Medical Center, Minnesota Department of Health Office of Public Health Practice, State of Minnesota, Public Health Nurses and Home Health Aides, Minnesota Safety Council, Minnesota Safe Kids, and other local faith-based and community-based organizations.

Outcomes: Articles ran in the Hennepin County Medical Center Weekly Scanner publication and Minnesota Community Health Service Mailbag. In addition, the Poison Center obtained a Proclamation from the Governor of Minnesota declaring March 16-22, 2008 *Minnesota Poison Prevention Week*. Partnering with county public health care entities enabled the Poison Center to distribute resources through all 87 county public health agencies. Also, as a result of a press release sent to all Minnesota media outlets, one radio interview and one TV interview were conducted. Finally, the six public events distributed information to over 1,200 citizens.

